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ABSTRACT

To measure the effectiveness of the services provided to users of junior and senior high school media centers, a survey instrument was developed to poll teachers, students, or administrators. Ratings cover nine broad service categories: accessibility, awareness, professional reading, evaluation, utilization, planning, acquisition, production, and activity. Users of this guide can tailor an evaluation instrument by selecting only those items which apply to the services they offer. Over 30 items are listed in each service category. (EMH)

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PSES

PURDUE SELF-EVALUATION SYSTEM FOR SCHOOL MEDIA CENTERS

Junior, Senior High School Catalog

by

DAVID V. LOERTSCHER

and

JANET G. STROUD

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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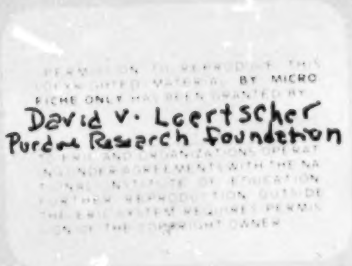

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PURDUE SELF-EVALUATION SYSTEM

There are many facets of a media center program that can be measured. These might include facilities, staffing, budget, collection, circulation, etc. But many professionals agree that one of the more effective measures is to evaluate the services provided by the media staff to the users.

The Purdue Self-Evaluation System (PSES) for Media Centers, a service developed in the Media Sciences Section of Purdue University, offers media specialists an inexpensive yet thorough technique for involving teachers, students, and administrators in the evaluation of media center services.

The unique feature of PSES is that the media specialist may tailor-make the evaluation instrument to the service program of a specific media center. It may constitute one portion of a comprehensive planning and evaluation system or it may simply be exploratory in nature.

The catalog encompasses nine broad service categories: Accessibility, Awareness, Professional, Utilization, Planning, Acquisition, Production, Evaluation and Activity. The media specialist may wish to concentrate on a few categories or do a broad survey over all categories. The media specialist also may query one user group or several to include administrators, media staff, teachers, and students.

PSES measures the user's perception of both frequency and variety of services offered by the media center. The technique can also be used to compare the media staff's perception of the service program with any of the user group's perceptions. Media specialists are advised to select those items which match their own program objectives.

The catalog was developed originally in cooperation with the Indiana Department of Public Instruction in a survey of elementary school media centers during the 1974-75 school year. It has also been used in several doctoral dissertations including two in Indiana, one on grades 10-12 and one on grades 6-9. There is a certain amount of bias represented in this instrument toward services emphasized in the *Media Programs: District and School* (AASL & AECT:1975); that is, both library and audiovisual services as well as instructional development services have been included.

Once the media specialist has chosen items from the catalog individualized questionnaires will be supplied for each user group to the school. Schools may then reproduce the questionnaires and collect the data (directions and answer sheets which can be machine scored will be provided). The data will be processed at Purdue and an item-by-item computerized comparison of the responses made by the media staff, teachers, students, and administrators will be sent to the school.

Schools may wish to bypass the Purdue computer services entirely and adapt parts of the catalog to their own measurement needs. The authors encourage this type of use as long as credit is given to the authors for items used from the catalog.

Item Selection

Several reasons could influence a media specialist's choice of a particular item. For example, one might wish to offer a service and would like to "educate" the user to its possible implementation. The service chosen may be relatively new and the media staff wishes to check the awareness of the users as to its existence. The media specialist may also want to find out what segments of the user groups are taking advantage of a particular service. (For example, what percentage within each grade level takes advantage of a particular service.)

The master catalog contains services in nine different categories (Accessibility, Awareness, etc.). Three columns for media staff, teachers, and students, are beside each service statement. An "x" in a column indicates which group the statement may be used for; let us look at item #1, for example.

M T S

x x _ The media center is used for class use upon teacher request.

This item may be selected to be answered by *either* the media staff, the teachers, or both. The item is not available for the student questionnaire.

The ITEM SELECTION SHEETS contain three columns: M = Media Staff; T = Teachers; S = Students. To select your item, merely check the appropriate item number of the ITEM SELECTION SHEET in the column desired. For example, on item #1, if you wish to have this item included on *both* your questionnaires, check the appropriate blanks. If you wish the item to appear only on the teacher questionnaire, check that blank.

Any item or part of an item may be selected. In like fashion, any category or part of category may be omitted. Items designed for use by the students have been personalized and simplified in language. (See Student Catalog) DO NOT SELECT MORE THAN 150 ITEMS FOR THE MEDIA STAFF. The recommended maximum number of items for teachers is 75; for students, 50.

Please note that all items you choose will be answered by all respondents on the following scale:

A = Regularly
B = Occasionally
C = Rarely or never
D = Don't know

Cost

The use of Purdue computer facilities will cost $25.00 per school plus 4¢ per respondent. This amount pays for one copy of each questionnaire (media staff, teacher, and student), all op-scan answer sheets, data processing and analysis, and one copy of a final report. General guidelines for interpretation of the results will be provided. However, if the school wishes to have further interpretation and consultation concerning the analysis and steps for program improvement as a result of the research, the authors are available for consultation both by telephone conference call or by visitation.

If you want Purdue to process your data and prepare an item-by-item computerized comparison of the responses made by the media staff, teachers, and students, return only the ITEM SELECTION SHEETS to Dr. Janet G. Stroud. If comments or questions arise, contact Dr. Stroud at (317) 749-2902. Address all correspondence to:

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

ACCESSIBILITY SERVICES

	M	T	S	
				The media center is used for
1.	X	X	_	class use upon teacher request
2.	X	X	_	small groups upon teacher request
3.	X	X	_	individual student research
4.	X	X	_	individual student enjoyment
				The media center is used for meetings of
5.	X	X	_	faculty
6.	X	_	X	student organizations or activities
7.	X	_	_	administrators or school boards
8.	X	_	_	school-related parent groups
				The media center provides books for
9.	X	X	_	temporary reserve collections for instructional units
10.	X	X	_	temporary room collections for instructional units
11.	X	X	_	permanent room or department collections
				The media center provides AV materials for
12.	X	X	_	temporary reserve collections for instructional units
13.	X	X	_	temporary room collections for instructional units
14.	X	X	_	permanent room or department collections
				The media center provides AV equipment for
15.	X	X	_	loan to teachers (1 day or less)
16.	X	X	_	loan to teachers (less than 30 days)
17.	X	X	_	temporary loan to department
18.	X	X	_	permanent loan to teachers
19.	X	X	_	permanent loan to department
				Students use the media center
20.	X	_	X	before school
21.	X	_	X	after school
				Teachers use the media center
22.	X	X	_	before school
23.	X	X	_	after school
				Students take home from the media center
24.	X	_	X	books
25.	X	_	X	AV materials
26.	X	_	X	AV equipment
				Students check out for building use
27.	X	_	X	books
28.	X	_	X	AV materials
29.	X	_	X	AV equipment
30.	X	X	_	Teachers *have time* to come to the media center.

ACCESSIBILITY SERVICES (cont.)

	M	T	S	
31.	X	_	X	Students *have time* to come to the media center.
32.	X	X	_	Teachers have time to consult with the media staff.
33.	X	X	X	Books are kept in good condition.
34.	X	X	X	AV materials are kept in good condition.
35.	X	X	X	AV equipment is kept in good condition.
36.	X	_	X	Students use AV equipment in the media center.

AWARENESS SERVICES

	M	T	S	
				Teachers are given information about
37.	X	X	_	new AV equipment in the building
38.	X	X	_	new books and AV materials in the media center
39.	X	X	_	services available from the district media center (library)
40.	X	X	_	services available from the regional media center (library)
41.	X	X	_	services available from other libraries
42.	X	X	_	community resources (guests, field trips, etc.)
43.	X	X	_	existing media center services
44.	X	X	_	newly added media center services
				Students are given information about
45.	X	_	X	new AV equipment in the media center
46.	X	_	X	new books and AV materials in the media center
47.	X	_	X	services available from the district media center (library)
48.	X	_	X	services available from the regional media center (library)
49.	X	_	X	services available from other libraries in the area
50.	X	_	X	community resources (guests, field trips, etc.)
51.	X	_	X	existing media center services
52.	X	_	X	newly added media center services
				The media staff sponsors special programs for
53.	X	X	_	National Library Week, Book Week, etc.
54.	X	X	_	local events of importance
55.	X	X	_	national events
56.	X	X	_	school-public library cooperative efforts
				The media staff promotes the media program via
57.	X	X	_	news releases
58.	X	X	_	radio or TV
59.	X	X	_	displays or bulletin boards
60.	X	X	_	programs for parents
61.	X	X	_	programs for administrators
62.	X	X	_	presentations to the school board
63.	X	X	_	presentations to community groups

PROFESSIONAL SERVICES

	M	T	S	
				The *school* media staff acquires for the professional collection
64.	X	X	_	books
65.	X	X	_	periodicals
66.	X	X	_	AV materials
67.	X	X	_	research reports
68.	X	X	_	curriculum guides
				The *district* media staff acquires for the professional collection
69.	X	X	_	books
70.	X	X	_	periodicals
71.	X	X	_	AV materials
72.	X	X	_	research reports
73.	X	X	_	curriculum guides
				The *regional* media staff acquires for the professional collection
74.	X	X	_	books
75.	X	X	_	periodicals
76.	X	X	_	AV materials
77.	X	X	_	research reports
78.	X	X	_	curriculum guides
				In-service topics for teachers include
79.	X	X	_	integrating media center materials into instruction
80.	X	X	_	utilizing media center services effectively
81.	X	X	_	producing AV materials
82.	X	X	_	utilizing AV equipment
83.	X	X	_	existing media center services
84.	X	X	_	newly added media center services
				The media staff works with teachers/counselors to help
85.	X	X	_	improve student progress in learning
86.	X	_	X	students with their personal problems
87.	X	_	X	students make career decisions

UTILIZATION SERVICES

	M	T	S	
				Teachers are helped to locate materials in
88.	X	X	_	the media center collection
89.	X	X	_	the various classroom collections
				The media staff assists teachers by
90.	X	X	_	suggesting various uses of media center materials
91.	X	X	_	locating materials of various difficulty and interest levels
92.	X	X	_	demonstrating the versatility of AV equipment
93.	X	X	_	aiding in the use of equipment and accessories

UTILIZATION SERVICES (cont.)

	M	T	S	
				Reference service in the media center is given *teachers* by
94.	X	X	_	answering simple questions (e.g., who wrote *Street Rod*)
95.	X	X	_	answering more complex questions
96.	X	X	_	requiring teachers to try to answer their own questions
97.	X	X	_	referring teachers to resources not in the media center
				Reference service in the media center is given *students* by
98.	X	_	X	answering simple questions (e.g., who wrote *Street Rod*)
99.	X	_	X	answering more complex questions
100.	X	_	X	requiring students to try to answer their own questions
101.	X	_	X	referring students to resources not in the media center
				Instruction in the use of the media center is
102.	X	X	_	given as a unit of instruction
103.	X	X	_	integrated into classroom instructional units
104.	X	X	_	given informally upon request
				Instruction in the use of the media center is given *to*
105.	X	X	_	individual students
106.	X	X	_	small groups
107.	X	X	_	classes and/or large groups
108.	X	X	_	entering grade-level students
109.	X	X	_	new students
				Instruction in the use of the media center is given *by*
110.	X	X	_	teacher and media staff in a team approach
111.	X	X	_	the teacher
112.	X	X	_	the media staff
				Group guidance is given by the media staff through
113.	X	X	X	book or media talks on recreational materials
114.	X	X	X	book or media talks on materials for classwork
115.	X	X	X	distribution of materials lists
116.	X	X	X	displays, exhibits and/or bulletin boards
				Individual guidance is given by the media staff through
117.	X	X	X	individualized materials lists
118.	X	X	X	help in the location of materials
119.	X	X	X	help in the selection of materials
				The media staff engages in a program of
120.	X	X	_	reading guidance
121.	X	X	_	viewing guidance (visual literacy)
122.	X	X	_	listening guidance
123.	X	X	_	improvement of study habits
124.	X	X	_	development of critical thinking
125.	X	X	X	Help is given when AV equipment problems arise.

PLANNING SERVICES

	M	T	S	
				Media center staff assists teachers in unit planning by
126.	X	X	_	consulting *in advance* of unit presentation
127.	X	X	_	assisting in analysis of learning tasks
128.	X	X	_	helping formulate behavioral objectives
129.	X	X	_	gathering materials
130.	X	X	_	preparing bibliographies
131.	X	X	_	suggesting materials of appropriate difficulty
132.	X	X	_	suggesting materials at varying *interest levels*
133.	X	X	_	The media specialist consults with the curriculum committee.

ACQUISITION SERVICES

	M	T	S	
				Inter-library loans for *teachers* are provided from
134.	X	X	_	the district center collection
135.	X	X	_	other school media centers in the district
136.	X	X	_	public libraries in the area
137.	X	X	_	academic libraries in the area
138.	X	X	_	rental libraries
139.	X	X	_	regional media centers (libraries)
				Inter-library loans for *students* are provided from
140.	X	_	X	the district center collection
141.	X	_	X	other school media centers in the district
142.	X	_	X	public libraries in the area
143.	X	_	X	academic libraries in the area
144.	X	_	_	rental libraries
145.	X	_	X	regional media centers (libraries)
				The media staff purchases materials
146.	X	X	_	on recommendation of the teachers
147.	X	_	X	on recommendation of the students
				The media staff provides for the purpose of purchasing
148.	X	X	_	teacher previewing
149.	X	X	_	student previewing
150.	X	X	_	producers' catalogs
151.	X	X	_	published evaluations of materials
152.	X	X	_	published evaluations of equipment
				The media staff orders
153.	X	X	_	materials only at specified times
154.	X	X	_	individual orders upon request

PRODUCTION SERVICES

	M	T	S	
				Which are produced by your *school* media staff?
155.	X	X	X	graphics (lettering, poster making, etc.)
156.	X	X	X	slides
157.	X	X	X	videotapes
158.	X	X	X	tape recordings
159.	X	X	X	8mm films
160.	X	X	X	radio programs
161.	X	X	X	16mm films
162.	X	X	X	models and dioramas
163.	X	X	X	transparencies
164.	X	X	X	kits
165.	X	X	X	games
166.	X	X	X	filmstrips
167.	X	X	X	learning packages
168.	X	X	X	photocopies
169.	X	X	X	mounted materials
170.	X	X	X	laminated materials
171.	X	X	X	printed or duplicated materials
172.	X	X	X	computer-assisted instruction
173.	X	X	X	programmed instruction
174.	X	X	X	computer programs
				Which are produced by your *district* media staff?
175.	X	X	_	graphics (lettering, poster making, etc.)
176.	X	X	_	slides
177.	X	X	_	videotapes
178.	X	X	_	tape recordings
179.	X	X	_	8mm films
180.	X	X	_	radio programs
181.	X	X	_	16mm films
182.	X	X	_	models and dioramas
183.	X	X	_	transparencies
184.	X	X	_	kits
185.	X	X	_	games
186.	X	X	_	filmstrips
187.	X	X	_	learning packages
188.	X	X	_	photocopies
189.	X	X	_	mounted materials
190.	X	X	_	laminated materials
191.	X	X	_	printed or duplicated materials
192.	X	X	_	computer-assisted instruction
193.	X	X	_	programmed instruction
194.	X	X	_	computer programs

PRODUCTION SERVICES (cont.)

	M	T	S	
				Which are produced by your *regional* media staff?
195.	X	X	_	graphics (lettering, poster making, etc.)
196.	X	X	_	slides
197.	X	X	_	videotapes
198.	X	X	_	tape recordings
199.	X	X	_	8mm films
200.	X	X	_	radio programs
201.	X	X	_	16mm films
202.	X	X	_	models and dioramas
203.	X	X	_	transparencies
204.	X	X	_	kits
205.	X	X	_	games
206.	X	X	_	filmstrips
207.	X	X	_	learning packages
208.	X	X	_	photocopies
209.	X	X	_	mounted materials
210.	X	X	_	laminated materials
211.	X	X	_	printed or duplicated materials
212.	X	X	_	computer-assisted instruction
213.	X	X	_	programmed instruction
214.	X	X	_	computer programs
				Teachers who want locally produced AV materials are provided
215.	X	X	_	facilities and equipment
216.	X	X	_	supplies
217.	X	X	_	help from the media staff
218.	X	X	_	the finished product from the media staff
				Students who want locally produced AV materials are provided
219.	X	_	X	facilities and equipment
220.	X	_	X	supplies
221.	X	_	X	help from the media staff
222.	X	_	X	the finished product from the media staff

EVALUATION SERVICES

	M	T	S	
				The media center collection provides
223.	X	X	X	a variety of media to meet user needs
224.	X	X	X	current material
225.	X	X	X	enough material for the number of users
226.	X	X	X	quality materials

EVALUATION SERVICES (cont.)

	M	T	S	
				Together, teachers and media staff evaluate the success of
227.	X	X	_	class projects involving the media center
228.	X	X	_	small group projects involving the media center
229.	X	X	_	individual projects involving the media center
230.	X	X	_	library skills training for students
231.	X	X	_	jointly planned units of instruction
				The media staff provides *students* opportunities to evaluate
232.	X	_	X	the materials collection
233.	X	_	X	media center services
234.	X	_	X	media center facilities
235.	X	_	X	media center policies
				The media staff provides *teachers* opportunities to evaluate
236.	X	X	_	the materials collection
237.	X	X	_	media center services
238.	X	X	_	media center facilities
239.	X	X	_	media center policies

ACTIVITY SERVICES

	M	T	S	
				In the media center, students
240.	X	_	X	read or look at books
241.	X	_	X	read magazines and newspapers
242.	X	_	X	look at AV materials in large groups
243.	X	_	X	look at AV materials in small groups
244.	X	_	X	look at AV materials as individuals
245.	X	_	X	listen to recordings in large groups
246.	X	_	X	listen to recordings in small groups
247.	X	_	X	listen to recordings as individuals
248.	X	_	X	play games (educational, chess, etc.)
249.	X	_	X	find materials and information for school subjects
250.	X	_	X	make AV materials
251.	X	_	X	make printed materials
252.	X	_	X	tutor other students
253.	X	_	X	meet, talk, or listen to community resource persons
254.	X	_	X	select materials to borrow
255.	X	_	X	learn to operate AV equipment
256.	X	_	X	study with other students
257.	X	_	X	discuss materials
258.	X	_	X	participate in library clubs or media organizations
259.	X	_	X	use computer-assisted instruction
260.	X	_	X	view displays and exhibits

ACTIVITY SERVICES (cont.)

	M	T	S	
				In the media center, teachers
261.	X	X	_	have access to recreational materials
262.	X	X	_	socialize with colleagues
263.	X	X	_	have a place to 'get away from it all'
264.	X	X	_	engage in unit planning with colleagues
265.	X	X	_	eat and drink

JUNIOR, SENIOR HIGH ITEM SELECTION SHEETS

If you wish to use Purdue's computer facilities to assist you in producing individualized questionnaires and data analysis, return these ITEM SELECTION SHEETS to Dr. Janet Stroud at Purdue University.

Check the items you would like the media staff, teachers, and students to evaluate. If you want the administrative staff included, they will be answering the media staff questionnaire. Try to select the number of items for teachers and students that you feel they will have time to answer.

NAME _____

School name and address _____

_____

_____

_____

Telephone _____

Approximate number of teachers in your building _____

Number of home rooms or sections in each grade from which you wish to gather data.

____ 2	____ 5	____ 8	____ 11
____ 3	____ 6	____ 9	____ 12
____ 4	____ 7	____ 10	

Approximate number of students in each section _____

Please list below all paid library and AV staff

Name	**Position** (Professional, technical, clerical)
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Return these ITEM SELECTION SHEETS to

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

ACCESSIBILITY

	MS	T	S
1.	___	___	
2.	___	___	
3.	___	___	
4.	___	___	
5.	___	___	
6.	___		___
7.	___		
8.	___		
9.	___	___	
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28.	___		___
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31.	___		___
32.	___	___	
33.	___	___	___
34.	___	___	___
35.	___	___	___
36.	___		___

AWARENESS

	MS	T	S
37.	___	___	
38.	___	___	
39.	___	___	
40.	___	___	
41.	___	___	
42.	___	___	
43.	___	___	
44.	___	___	
45.	___		___
46.	___		___
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61.	___	___	
62.	___	___	
63.	___	___	

PROFESSIONAL

	MS	T	S
64.	___	___	
65.	___	___	
66.	___	___	
67.	___	___	
68.	___	___	
69.	___	___	
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PLEASE RETURN TO:

Dr. Janet G. Stroud
Media Sciences
Education Building 112
Purdue University
West Lafayette, IN 47907

PSES

PURDUE SELF-EVALUATION SYSTEM

FOR

SCHOOL MEDIA CENTERS

Junior, Senior High School

Student Catalog

by

DAVID V. LOERTSCHER

and

JANET G. STROUD

20

ACCESSIBILITY SERVICES – Student Catalog

The media center is used for

6. student meetings and activities

I use the media center

20. before school
21. after school

I take home from the media center

24. books
25. AV materials
26. AV equipment

For use in the building, I check out

27. books
28. AV materials
29. AV equipment

31. I *have time* to come to the media center.

33. The media center's books are kept in good condition.

34. The media center's AV materials are kept in good condition.

35. The media center's AV equipment is kept in good condition.

36. I use AV equipment in the media center.

AWARENESS SERVICES – Student Catalog

I am given information about

45. new AV equipment in the media center
46. new books and AV materials in the media center
47. services available from the district media center (library)
48. services available from the regional media center (library)
49. services available from other libraries in the area
50. community resources (guests, field trips, etc.)
51. existing media center services
52. newly added media center services

PROFESSIONAL SERVICES – Student Catalog

The media staff helps me

86. with my personal problems
87. make career decisions

UTILIZATION SERVICES – Student Catalog

The media staff helps me by

98. answering simple questions (e.g., who wrote *Street Rod*)
99. answering harder questions

UTILIZATION SERVICES – Student Catalog (Cont.)

The media staff helps me by

100. asking me to try to answer my own questions
101. sending me to people or materials outside the media center

The media staff helps my group by

113. discussing recreational materials with us
114. giving talks on materials for classwork
115. handing out lists of materials
116. making displays and bulletin boards

The media staff helps me

117. by giving me lists of materials
118. find materials
119. choose materials

125. I receive help when AV equipment problems arise.

ACQUISITION SERVICES – Student Catalog

I receive inter-library loans from

140. the district center collection
141. other school media centers in the district
142. public libraries in the area
143. college libraries in the area
145. regional media centers (libraries)

The media staff will buy materials

147. I ask for

PRODUCTION SERVICES – Student Catalog

Our school media center makes

155. graphics (lettering, poster making, etc.)
156. slides
157. videotapes
158. tape recordings
159. 8mm films
160. radio programs
161. 16mm films
162. models and dioramas
163. transparencies
164. kits
165. games
166. filmstrips
167. learning packages
168. photocopies
169. mounted materials

PRODUCTION SERVICES – Student Catalog (Cont.)

Our school media center makes

170. laminated materials
171. printed or duplicated materials
172. computer-assisted instruction
173. programmed instruction
174. computer programs

If I want AV materials *made*, the media staff

219. gives me space and equipment
220. gives me supplies
221. gives me help
222. does it for me

EVALUATION SERVICES – Student Catalog

The media center collection has

223. a variety of media to meet my needs
224. current material
225. enough material for the number of users
226. quality materials

The media staff gives me a chance to evaluate

232. the materials collection
233. media center services
234. media center facilities
235. media center rules

ACTIVITY SERVICES – Student Catalog

In the media center, I

240. read or look at books
241. read magazines and newspapers
242. look at AV materials in large groups
243. look at AV materials in small groups
244. look at AV materials by myself
245. listen to recordings in large groups
246. listen to recordings in small groups
247. listen to recordings by myself
248. play games (educational, chess, etc.)
249. find materials and information for school subjects
250. make AV materials
251. make printed materials
252. help other students
253. meet, talk, or listen to visitors
254. select materials to borrow
255. learn to operate AV equipment

ACTIVITY SERVICES – Student Catalog (Cont.)

In the media center, I

256. study with other students
257. discuss materials
258. participate in library clubs or media organizations
259. use computer-assisted instruction
260. view displays and exhibits

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